

aws marketplace

WebEngage Customer Data Platform

Reviews, tips, and
advice from real users



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Product Recap



WebEngage Customer Data Platform

WebEngage Customer Data Platform

Recap

WebEngage Customer Data Platform empowers businesses with data-driven insights to effectively engage their audience. With advanced segmentation and personalization capabilities, it helps organizations optimize customer interactions and maximize value.

As a comprehensive tool, WebEngage Customer Data Platform offers a suite of features designed to enhance customer engagement strategies. Utilizing customer data, businesses can craft personalized campaigns, ensuring relevant communication that drives conversion. Its intuitive interface assists in integrating and analyzing data across channels, enabling marketers to gain actionable insights and make informed decisions. This platform facilitates seamless management of customer experiences, ensuring consistency and cohesiveness in strategy deployment.

What are the most important features of WebEngage?

- **Segmentation:** Precisely categorize users based on behaviors and attributes
- **Journey Designer:** Create sophisticated customer engagement workflows
- **Personalization:** Tailor customer interactions across touchpoints
- **Integration:** Sync data from various sources effortlessly
- **Analytics:** Access comprehensive reports and insights

What benefits or ROI should users look for?

- **Enhanced Engagement:** Boosts customer interaction and retention
- **Efficiency:** Streamlines marketing processes and workflows
- **Data Insights:** Offers actionable analytics to refine strategies
- **Scalability:** Adapts to growing business needs with ease

WebEngage is valuable in sectors like e-commerce, banking, and travel, where deep customer understanding is crucial. E-commerce platforms leverage its capabilities to drive personalized offers, enhance retention, and increase repeat purchases. In banking, it supports targeted communications to improve customer satisfaction and loyalty. The travel industry uses it for meticulous segmentation to cater to diverse traveler preferences, vastly improving the customer journey.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront, which has helped us get better ROI and better engagements on our platform, and the customer is able to trust us more now with the amount of personalized data that we are able to provide.”



Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

- ✓ “Companies would choose WebEngage Customer Data Platform because it offers a strong balance of omnichannel engagement, retention, automation, ease of execution, and cost efficiency.”



Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

- ✓ “An increase of approximately 90% in overall orders has been observed with this feature because tasks are completely automated and the number of errors has been minimized or completely reduced.”



SusangRamesh

Product Marketing Manager at OJCommerce, LLC

What users had to say about valuable features:

“One of the best features is the ability to automate tasks and personalize the customer journey that WebEngage Customer Data Platform offers. The platform enables easy automation of campaigns and tasks across multiple channels. The Journey Designer feature allows creation and automation of workflows simply and efficiently.

With the drag-and-drop feature and journey design in WebEngage Customer Data Platform, considerable time is saved. An increase of approximately 90% in overall orders has been observed with this feature because tasks are completely automated and the number of errors has been minimized or completely reduced. This has provided better insights and knowledge about customer data, and it has been possible to present it in a better manner to customers.

WebEngage Customer Data Platform has also enabled the creation and targeting of hyper-personalized campaigns to most customers. This has boosted overall performance, saved time, and improved user retention..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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One unique aspect of WebEngage Customer Data Platform is its strong focus on lifecycle automation and retention journeys, especially for mobile-first and APAC-focused businesses. Compared to many competitors, WebEngage is often seen as a very execution-oriented CRM for CRM teams, meaning that marketers can quickly build behavioral cohorts, trigger campaigns, and orchestrate journeys without depending too much on engineering teams. Clients often notice its strength in omnichannel engagement for markets like India and Southeast Asia, where channels like WhatsApp, SMS, push notifications, and app engagement are extremely important.

The best features WebEngage Customer Data Platform offers are omnichannel engagement and real-time personalization. Omnichannel engagement provides strong orchestration across channels from a single dashboard, which is especially useful for mobile-first companies in e-commerce, fintech, gaming, and edtech. Real-time personalization enables the ability to personalize campaigns and app or web experiences based on live user behavior and profile data.

“WebEngage Customer Data Platform also offers campaign and retention reporting capabilities. Clients can track delivery, opens, clicks, conversions, retention cohorts, funnels, and attribution from a centralized dashboard. CRM growth teams can use this to continuously optimize lifecycle campaigns. Event-level tracking and near-real-time user activity help teams react quickly to user behavior, user challenges, or campaign performance. WebEngage Customer Data Platform integrates with data warehouses, CDPs, analytics platforms, payment systems, WhatsApp providers, e-commerce tools, and cloud-based platforms through its APIs, SDKs, and native connectors. This is important because engagement platforms are only as strong as the customer data flowing into them.”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“One best thing that WebEngage Customer Data Platform offers is the 360-degree view of our customer data. We can easily track our customer interactions and also create very personalized campaigns for them. Additionally, there is a feature called the Journey Designer feature, which allows us to automate and create workflows via a simple drag-and-drop mechanism. That is also very good and very intuitive with WebEngage.

“With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront. This has helped us get better ROI as well and also better engagements on our platform. The customer is able to trust us more now with the amount of personalized data that we are able to provide. Additionally, with the Journey Designer, the intuitive drag-and-drop workflow builder helps us seamlessly design and automate multi-channel customer journeys, ensuring consistency and a personalized experience.

“WebEngage Customer Data Platform is highly stable, and we have not faced any stability issues so far.

“The AI predictive models used in WebEngage Customer Data Platform are highly secure and highly consistent. They help us retain priority customers and also optimize our entire business workflow as well. The platform is pretty consistent and pretty secure.

“So far we have not faced any issues in terms of accuracy with WebEngage Customer Data Platform. It is pretty consistent with the data it is providing and also it is intuitive, which makes it helpful for us. The platform is pretty consistent and pretty accurate..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Other Solutions Considered

“No previous solutions were used before WebEngage Customer Data Platform. All customer data management was being done in-house, and many issues were being faced. That is why a software solution like WebEngage Customer Data Platform was needed..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“We were not using any previous solutions. We were doing it manually in-house only. That is why we needed a solution, and WebEngage Customer Data Platform helped us get there..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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“We did not evaluate any other options before choosing WebEngage Customer Data Platform. We knew about WebEngage Customer Data Platform earlier and we took a demo and we found it appealing and we proceeded further..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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“No other options were evaluated before choosing WebEngage Customer Data Platform because it was known to be one of the top players in its particular category in the market. After viewing the demo and finding it favorable, the decision was made to proceed with WebEngage Customer Data Platform..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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ROI

Real user quotes about their ROI:

“A significant amount of money has been saved through WebEngage Customer Data Platform. The number of errors has been reduced by automating many tasks, and a 40% improvement in overall retention has been observed..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront. This has helped us get better ROI as well and also better engagements on our platform. The customer is able to trust us more now with the amount of personalized data that we are able to provide.

“Our overall working efficiency has also improved by 25% with the help of WebEngage Customer Data Platform. With the help of WebEngage Customer Data Platform's personalized customer reach out and customer interactions, we have been able to increase our mobile downloads by about 35% right now, compared to last quarter.

“With the personalized and targeted campaigns that we are able to do, we are able to reach geo-specific customers with the data that helps us convert them better. That is in fact how our app installations have increased by 35%. With better conversion and better personalized data, we are able to achieve that through WebEngage Customer Data Platform..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Use Case

“WebEngage Customer Data Platform is primarily used to gather and maintain all customer information. It serves as a centralized repository to collect data from multiple sources, including websites, phone calls, WhatsApp applications, Telegram, and contact centers. Rich customer data is maintained in real-time using WebEngage Customer Data Platform.

WebEngage Customer Data Platform is also used to segment customer data by building different customer channels and prioritizing these segments according to the behavior patterns of customers in real-time..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“We primarily use WebEngage Customer Data Platform as a centralized repository or like a CRM where we collect data from multiple sources and create a single source of truth. We collect primarily customer data from websites, from contact centers, through calls or mobile apps, and have it as a centralized repository via WebEngage.

“We have different channels where we collect customer data and we just collect data from different channels and store it in WebEngage. Through WebEngage, we are able to engage with customers via different channels. That is, we engage via emails, via push notifications, via SMS, via WhatsApp as well. This helps us reach them in a much faster way. Additionally, this customer data can be shared easily across different teams, such as a product team, a customer support team, and an engineering team, through a single shared dashboard..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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The biggest use case for WebEngage Customer Data Platform is customer engagement automation across channels. For B2C clients who want to improve their retention, conversion, and repeat usage, the platform offers significant value. For example, an e-commerce company can identify users who added items to their cart but did not purchase within 30 minutes. WebEngage can automatically trigger a push notification, followed by a WhatsApp reminder with personalized product recommendations, and later send an email with an offer if the user still does not convert.

Many businesses use WebEngage Customer Data Platform to drive higher repeat purchases and improve customer retention, which directly impacts revenue growth. A personalized re-engagement campaign can increase repeat transaction rates by 15 to 25%, while loyalty-focused journeys can improve long-term user engagement and reduce churn. .”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The installation and setup of WebEngage Customer Data Platform was not difficult and took only two days to completely onboard everyone. The platform is very intuitive and easy to learn. It is quite easy to understand what is happening in the product. Numerous help documents and help videos are available, and the customer support team is always available to engage, very prompt, and very responsive..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“The pricing for WebEngage Customer Data Platform is pretty moderate. It is not too high, it is not too low. It is value pricing for the services that they provide. Additionally, the onboarding and setup was pretty standard and pretty easy. It is a self-learning platform that is very intuitive and very easy to get a hang of, so it hardly took us two days for setup and installation..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Other Advice

Most clients generally appreciate the multi-channel automation approach because it helps centralize engagement and improve retention without needing multiple tools. The platform can feel overwhelming initially, especially for teams new to marketing automation. Advanced segmentation and journey orchestration require strong event instrumentation and data hygiene. Like most engagement platforms, success depends heavily on how mature the client's organization is.

I worked with an e-commerce brand that reduced cart abandonment by 10 to 20% after implementing automated push plus WhatsApp through WebEngage Customer Data Platform.

“Companies would choose WebEngage Customer Data Platform because it offers a strong balance of omnichannel engagement, retention, automation, ease of execution, and cost efficiency. It is especially valuable for mobile-first businesses that want marketers and CRM teams to launch personalized lifecycle campaigns quickly without heavy engineering dependency. From what I have heard, WebEngage Customer Data Platform is more economical than many competitors. Success with this tool definitely depends on how a brand uses it. I would rate this review a 10 out of 10. .”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“The user interface of WebEngage Customer Data Platform is quite good and pretty intuitive. The dashboards completely understand all the nuances and are easily customizable according to needs.

While unsure about the governance of the AI model in WebEngage Customer Data

Platform, it is highly secure because the data fed to WebEngage Customer Data Platform is completely encrypted and authenticated. In terms of security, there are no complaints with this platform.

WebEngage Customer Data Platform is highly accurate. Every time the AI predictive model or AI feature has been used, consistent and similar results have been obtained without deviation, which is a favorable scenario. This is a highly reliable AI feature that WebEngage Customer Data Platform offers.

WebEngage Customer Data Platform is a great solution that helps bring customers to the forefront. The customer data is highly encrypted, so there is no concern about data theft or data issues. Any business can create targeted, hyper-specific campaigns with WebEngage Customer Data Platform and bring their customers to the forefront. Businesses that place the customer at the forefront will definitely succeed, and WebEngage Customer Data Platform will help them achieve that. This software would be recommended to everyone. This review receives a rating of 10 out of 10..”

SusangRamesh

Product Marketing Manager at OJCommerce, LLC

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“I would rate WebEngage Customer Data Platform a 10 on 10.

“One main reason is that we have seen an instant impact with WebEngage Customer Data Platform with our web application downloads and also with the way we are able to reach out to our customers and interact with our customers. From a single platform, we are able to reach out via five or six different channels such as email, SMS, WhatsApp, and push notifications. This saves a lot of time for us as well. Our overall working efficiency has also improved by 25% with the help of WebEngage Customer Data Platform. That is why I have given it the highest rating.

“I would definitely recommend others looking into using WebEngage Customer

Data Platform to start using it at the earliest because with WebEngage Customer Data Platform, you get a 360-degree view of your customer data. You can track interactions, you can create personalized campaigns. Additionally, you get to communicate with the customer in a language which they understand with WebEngage Customer Data Platform. That is pretty useful for any kind of business.

“Everything is good with WebEngage Customer Data Platform and I hope it stays the same..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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